



# The Mountain Club of South Africa

## Cape Town Section

Founded 1891

EXPLORE · DISCOVER · CONNECT · PROTECT

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### SOCIAL MEDIA POLICY: MCSA-CT Section

March 2024

#### RATIONALE:

1. Social media can be a powerful positive tool for greater interaction, community and visibility and can be used effectively to achieve the Objects of the MCSA.
2. Social media is a current reality, which can't be ignored. The MCSA needs to keep up with our growing membership, trends and fast-changing technology.
3. The MCSA seeks to encourage our members to use social media platforms proactively and responsibly.
4. Thus, the use of social media also requires guides and regulations to ensure that we align with the Objects and Constitution of the MCSA, protect the mountains, wilderness, endangered species and future access, and prevent accidental and/or intentional abuse of MCSA access and privileges.

#### CURRENT ISSUES:

1. **Commercial misuse:** advertising MCSA huts, access and properties for commercial purposes occurs regularly.
2. **Sensitive access:** Access to properties is sensitive and private. In addition, relationships with owners of the properties we enjoy access to or with our neighbouring properties can be adversely impacted.
3. **Safety concerns:** Location data (which includes maps, tracks, GPS points, directions, gate codes) is sensitive and private, and may have security implications, including crime and trespassing. This impacts not only members but neighbours and other landowners.
4. **Use of drones** for social media has become a problem for privacy, disturbance and conservation. Vultures, eagles, and other species are disturbed by the use of drones in the wilderness areas. We are the visitors in their space. Ecosystems are fragile and require protection and considerate use. The use of drones may also impact the privacy and policies (and thus our relationships) with landowners and neighbours.



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## **SOCIAL MEDIA RULES:**

1. No property names or location or access data may be shared on any social media accounts/platforms.
2. No drones are allowed on MCSA properties in any capacity and consequently no drone footage to be shared on any platform. Special exemptions will only be considered with special applications to MCSA which will be decided on by the applicable MCSA section committee. MSAR is exempt from this rule for rescue and rescue training purposes, however the landowners need to be notified in advance of any use.
3. Images of MCSA meets may be posted on social media accounts and MCSA may be tagged in these images, but location data of properties and huts may not be shared.
4. No advertising of or use of MCSA properties or huts or access for private commercial gain is permitted.
5. All laws must be adhered to, for example POPI.
6. No posting of any photographs of threatened or endangered wildlife (both fauna and flora) is permitted.

## **PROPOSED ADDITIONAL POSTING GUIDELINES:**

1. Take into account the above Rules.
2. Tag the MCSA in posts. Do not post the name of the property or access but note that the property access is through MCSA Club membership or buying permits.
3. Share experiences and encourage members of the public to go to the mountains!
4. Encourage other people through the post to join MCSA meets, highlighting community, conservation, and to: 'explore, discover, connect, protect'.
5. Include a link to the MCSA websites and social media for access further information.